

ORDER



WOOD

Orders
Order / Rev: 218220
Alt Order #: 6868782
Product Desc: RESTORE OUR FUTURE
Estimate: 2154
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Restore Our Future
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	40	\$54,100.00	\$45,985.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	40	\$54,100.00	\$45,985.00	0.00
Totals	40	\$54,100.00	\$45,985.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/30/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	- TWTF - -	:30	4	\$1,000.00	P3	0.00	NM	4	\$4,000.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$1,000.00		0.00			
E 2	WOOD	10/30/12	11/02/12	Today Show M-F Today Show	CM	658-9a	- TWTF - -	:30	4	\$1,350.00	P3	0.00	NM	4	\$5,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$1,350.00		0.00			
E 3	WOOD	10/30/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	- TWTF - -	:30	4	\$800.00	P2	0.00	NM	4	\$3,200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$800.00		0.00			
E 4	WOOD	10/30/12	11/02/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	- TWTF - -	:30	4	\$3,000.00	P2	0.00	NM	4	\$12,000.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$3,000.00		0.00			
E 5	WOOD	10/30/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	- TWTF - -	:30	8	\$850.00	P3	0.00	NM	8	\$6,800.00
TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					8	\$850.00		0.00			

Order / Rev: 218220
 Alt Order #: 6868782
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 2154
WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,500.00		0.00			
E 7	WOOD	11/03/12	11/03/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$3,000.00		0.00			
E 8	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$2,000.00		0.00			
E 9	WOOD	11/04/12	11/04/12	Sun 10-11am To The Point	CM	1001-1030a (10:00 AM-10:30 AM)	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
E 10	WOOD	11/04/12	11/04/12	Sun 6p News 8 Sun News 8 @6p	CM	6-7p	-----S	:30	2	\$1,600.00	P3	0.00	NM	2	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$1,600.00		0.00			
E 11	WOOD	11/05/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
E 12	WOOD	10/30/12	10/30/12	6am Daybreak 6am Daybreak	CM	6-7a	-T-----	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,000.00		0.00			
E 13	WOOD	11/05/12	11/05/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$1,350.00	P3	0.00	NM	1	\$1,350.00
TDOAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,350.00		0.00			
E 14	WOOD	10/30/12	10/30/12	Today Show M-F Today Show	CM	658-9a	-T-----	:30	1	\$1,350.00	P3	0.00	NM	1	\$1,350.00
TDOAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,350.00		0.00			
E 15	WOOD	11/05/12	11/05/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$800.00		0.00			
E 16	WOOD	10/30/12	10/30/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$800.00		0.00			
E 17	WOOD	11/05/12	11/05/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M-----	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
E 18	WOOD	11/05/12	11/05/12		CM	1135-1235a	M-----	:30	2	\$850.00	P3	0.00	NM	2	\$1,700.00

Order / Rev: 218220
 Alt Order #: 6868782
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 2154

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show/Jay Leno															
Tonight Show w/ Leno															
TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----			2			\$850.00		0.00			
E 19	WOOD	11/03/12	11/03/12	Sat 6p News 8	CM	6-630p	-----S-	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
				Sat News 8 @6p											
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1			\$1,500.00		0.00				
													Totals	40	\$54,100.00